

HOT ISSUE

AUSTRALIA

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THE HOT

40

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**STYLISH
HOUSES**
FROM SYDNEY
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glamorous apartment

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TALKING TO AXEL VERVOORDT
AN INTERIOR BY MARCEL WANDERS

**SHEER
BRILLIANCE**

Fabulous homes that really set the pace



CLOCKWISE FROM LEFT: Designer Shereen Joel. Mesh ceiling lamp. Elegant lines in a Victorian-family retreat. Sheridan family store in Chatswood, Sydney. Light frame armchair. Organic task light.

Gearing up

This savvy designer has the drive to succeed.



I HAVE BEEN INTERESTED, well, obsessed, with all aspects of design since I was very young," says Shereen Joel of Shereen Joel Design (SJD). "I wanted to do it all – from products and graphics to fashion." Renowned for her expertise in fully integrated concepts and creative brand management, Shereen formed her boutique consultancy in 2003. "SJD was created as a response to clients asking me to consult on all aspects of design, strategy and marketing. These clients included Country Road, Becton Corporation, Dulux and Freedom, to name a few, and residential work soon followed," she says.

After graduating from the Royal Melbourne Institute of Technology with a Bachelor of Industrial Design, Shereen began her first job at Ford Motor Company, Australia. She was quickly assigned to work in the UK and US on a number of high-profile motor vehicle programs. At that stage Shereen was the youngest designer to be relocated by the company. Of her time at Ford she says, "It was a huge leap from living in Melbourne, leaving my friends and family, but exciting as I went to fashion and motor shows, plants and suppliers throughout Europe and North America. Ironically, I had no real interest or intention of entering the automotive field and yet it turned out to be the world's best 'apprenticeship'."

After returning home and working for Dulux, Witchery and Seed, Shereen opened SJD in 2003, offering concepts that are true to her distinct style, honouring craftsmanship and classicism. She strives to ensure that each project becomes an integral part of its environment. "Rather than over-complicate and over-engineer design, I always appreciate authenticity, honesty and integrity," Shereen explains. "The detail and process of manufacture is very important and inspirational to me." She also draws ideas from her clients. "Our projects are only as good as our relationship with our clients. The ability to have a clear vision is extremely important," she asserts.

Shereen is very supportive of young Australian designers. "I am proud of Australian design. Australia is a tough market due to its size and location but I think manufacturers and companies need to see the entire world as our market, and start to take risks," she says. "I consider myself a risk-taker. If you have a dream or a vision, believe in it and follow it. Don't give up!"

Currently working on some high-end residential projects as well as product design and other ventures, Shereen is also involved in a new retail concept for Sheridan in Chatswood Chase in Sydney. When asked what her ultimate dream job would be, she responds without hesitation, "Most definitely a luxury yacht! All areas of transportation, from bikes to aeroplanes and yachts, are dream projects – transportation design is very exciting."

For more information, visit shereenjoel.com.